

# LAM TAN THINH

 Portfolio  LinkedIn  Github  
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## Objective

- I aim to leverage my background in Computer Science and data analytics to drive business efficiency and growth. My goal is to go beyond technical analysis, applying data-driven insights to optimize economic performance and eventually contribute to the company's long-term business strategies and decision-making processes.

## Education

- 2021 - 2025  **B.Sc. in Computer Science - Business Intelligence Major,** Cum. GPA: 3.3/4.0  
Ho Chi Minh City University of Technology (HCMUT).  
Academic Reference: Dr. NGUYEN An Khuong - [nakhuong@hcmut.edu.vn](mailto:nakhuong@hcmut.edu.vn) - [LinkedIn](#)
- 2018 - 2021  **Physics Honors Class**  
Nguyen Thien Thanh High School for the Gifted, Vinh Long, Vietnam.

## Relevant Work Experience

- Salesforce & Automation Associate - A Plus (12/2025 - Present)**  
Designed and implemented the first **automated Salesforce workflows** for lead and opportunity management from scratch. Developed automated systems to generate **personalized AI emails and brochures** for individual clients. Built **specialized AI chatbots** to automate interactions and optimize lead data collection.

## Personal Projects

- Social Listening Platform (Capstone Project):** Performed **web scraping** to collect **unlimited public** Facebook data **without login** using reverse API techniques, processes user comments through sentiment analysis, and integrates a **RAG-based AI assistant** to *deliver insights and answer Vietnamese natural-language queries over social media content*.
- Data Warehouse for Music Streaming Analytics:** Ingested JSON logs, then transformed them via an **ETL workflow** into a **Snowflake-modeled warehouse** with staging and analytical tables, powering **Power BI dashboards** that *deliver insights into user behavior and listening patterns*.
- Database Design for E-Commerce Platform:** Designed the **ERD** and **manually mapped** it into a **relational database** with custom keys and constraints, then integrated it into backend modules such as product management, checkout, and vouchers to ensure *data integrity and consistent functionality*.
- StackOverflow Survey Analysis:** Analyzed the 2024 survey to identify trends in **developer demographics and technology usage**, and built **dashboards** highlighting patterns across languages, databases, cloud platforms,... *providing a clear view of developer preferences and market shifts*.
- BigData Sentiment Analysis:** Processed batch text data through a **Kafka-based BigData pipeline** for sentiment detection and built **Power BI dashboards** to *visualize emotion trends*.

## Skills

-  TOEIC Listening - Reading 745 - [Certificate](#).

## **Skills (continued)**

- Technical: SQL, Python, Power BI, Excel, AI - **30+ related certifications**, full list on [LinkedIn](#).
- Soft Skills: Analytical Thinking, Problem-Solving, Data Storytelling, Communication.

## **Other Experience**

- **Digital Media Production Coordinator - Hello Health Group (10/2025 - Present)**  
Led a production team and produced motion graphics for brands such as Vinamilk, Friso, Sudocrem.
- **Sales Consultant - Hyundai Truong Chinh (08/2023 - 12/2023)**  
Applied performance metrics to optimize YouTube/Facebook/Tiktok ads.